

Launch and consultation overview

Emma Flinn, Senior Communications Manager

Aim

Following on from the 2040 Vision consultation during summer 2015, we will use the 2040 Transport Strategy consultation as an opportunity to engage more proactively with residents, businesses and other stakeholders on Greater Manchester's transport aspirations and priorities – securing greater buy-in to our long-term approach to transport policy and investment, and raising the profile and reputation of TfGM as a result.

Objectives – consultation

- To ensure that the public and key stakeholders understand the strategy development and delivery process; understand its core messages and key interventions; and are given the opportunity to respond and input in a meaningful way.
 - To gauge support for the Strategy's core policies and proposals, so as to ensure that a final strategy is pursued that best reflects stakeholder and community priorities.
 - To encourage feedback on more detailed transport interventions, with the expectation that this will lead to higher levels of response from the public and stakeholders than were elicited by the higher-level Vision document.
 - To inform GMCA in its consideration of the final strategy later in 2016.
-

Objectives – communications

- Defined key messaging to be agreed before activity commences and used throughout all supporting communications materials.
 - Proactive outreach and engagement through as wide a range of tactics and communication channels as possible and targeting all priority audience groups
 - Appropriate, flexible response mechanisms which make it as easy as possible for people to respond in a meaningful way.
 - Direct engagement supported by the project team (for example with diversity groups, young people and SMEs).
-

Target audiences

Priority audience groups for the communications activity were defined as follows:

- GM residents
 - GM businesses
 - GM political fora
 - GM districts
 - Transport operators
 - Neighbouring authorities
 - National agencies
 - TfGM colleagues
-

Timings – key dates

- 12 week consultation – statutory requirements
 - Launched early July 2016
 - Closed mid-September 2016
 - Report on feedback submitted October 2016 (included conclusions on feedback and areas to take forward in final version)
 - Final strategy published February 2017
-

Methodology and key activity

- Questions/response mechanisms
 - Digital approach
 - Supporting materials
 - Media relations
 - Stakeholder event/engagement
 - Public engagement
 - Social media
 - Internal communications
-

Questions/response mechanisms

Flexible:

- Web form
- Email (2040@tfgm.com)
- Hard copy to Strategy Team
- Freepost address (caters for non-digital audience)

Appropriate:

- A 'headline' question to open to capture the majority of respondents

Adaptable:

- Further supporting questions to allow for more detailed feedback from stakeholders, along with a 'rating' approach for a high-level snapshot of the level of agreement with the key points being shared through the Strategy
-

Digital approach

Overall aim to drive people to www.tfgm.com/2040 - the online portal where the background information, documents and response form sat.

User journey considered in development of the online portal, to provide:

- Engaging and easy-to-digest content
 - A clear call to action and survey link
 - Access to further information/background as required
-

Digital approach

Supporting animation developed to help distil the technical strategy document and bring it to life for a public audience.



Supporting materials

Main suite of consultation materials covered:

- Full draft strategy
 - Exec summary
 - Accessible versions – BSL, audio and easy read
 - Website
 - Animation
 - 4-page leaflet
-

Media relations

- Briefings/interviews at launch event
 - Press release distribution and follow-up (launch and reminder)
 - Offer of exclusive content/access to key trade media – e.g. LTT, Transport Times
 - Supported by GMCA spokesperson
-

Media launch



Generated lots of positive media coverage

JOBS MOTORS PROPERTY DIRECTORY FAMILY NOTICES BUYSELL FLIGHTS BOOK AN AD PUBLIC NOTICES 13°C

Manchester Evening News

Are you looking for a new job?>

Our new FREE MEN apps are here!>

Most read Live feeds What's on News Man City Man Utd Celebs Business In Your Area

TRENDING IRA MANCHESTER BOMB - 20 YEARS ON MANCHESTER UNITED FC TRAFFIC AND TRAVEL Sport City Centre Music & Nightlife Food & Drink

Transport strategy consultation launches today – have your say on underground rail tunnels, tram-trains and less traffic

06:00, 4 JUL 2016 UPDATED 09:40, 4 JUL 2016 BY CHARLOTTE COX

A radical plan is needed for Greater Manchester as the population grows, and transport bosses want you to have an input on the decisions

119 SHARES 29 COMMENTS

Enter your e-mail for our daily newsletter

Subscribe



BBC RADIO MANCHESTER



www.tfgm.com/2040

BBC NORTH WEST TONIGHT

nwt@bbc.co.uk

Place NORTH WEST
09 July 2016

Book now: Place Cannes Do 2017
17 March | The Palace Hotel



Home Special Reports Events Calendar Jobs Resources Newsletter About Us Advertising & Spon

Reader's comments

The Metrolink system is trying to be everything to everyone and its failing badly....

We WILL protest about this intended project. Your PR stuff is just that ...

Another brilliant comment Elephant!!! I was reading recently that London buses are way more...

Agreed Elephant!!! I reckon me and you could do a better job than these...

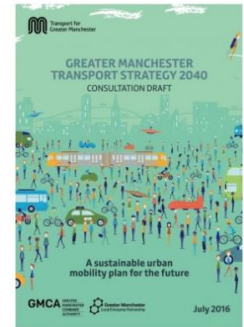
Hopefully a plan to fill in the potholes on the roads which are now...

Better integrated Park and Ride sites with the Motorway network and a pricing strategy...

Greater Manchester 2040 transport strategy out for consultation

4 Jul 2016, 12:34

A draft copy of Greater Manchester's transport strategy to 2040 has been released today, outlining the long-term plan for all aspects of travel in the city region, from local neighbourhoods to the access of global markets via Manchester Airport.



Great levels of early engagement

292

responses in the
first 24hrs
of the consultation!

Stakeholder activity

- Launch event
 - Mailer
 - Email campaign, including reminders
 - Face-to-face meetings with key stakeholders: business, PT operators etc.
 - Briefings
 - Inclusion of info in TfGM s/h newsletters
 - Direct engagement with Travel Choices business database
-

Public awareness campaign

- Marketing/advertising campaign across traditional and digital channels
 - Targeted GM-wide audience across all 10 districts
 - Aimed to reach users of different transport modes and age groups (including people that work in GM and people that are visiting GM for leisure/shopping)
 - Focus on most populous regional hub towns
 - Leaflet distribution – circa 58k to GM outlets via existing TfGM mechanism
 - Messaging on TfGM owned assets (bus stops/stations, rail stations, Metrolink stops, tram coving, Metrolink WIFI portal etc)
 - Distribution of full report and exec summary to public buildings – Travelshops, town halls and libraries
-

Social media

- Messaging pushed out via TfGM Twitter, Facebook and LinkedIn
 - Filmed interviews with key spokespeople to share as appropriate
 - Targeted paid-for activity to boost reach
 - Linked to media plan
 - ‘Toolkit’ shared with GM MPs and partner organisations to support on their social media channels
-

Internal communications

- Messaging pushed out via regular channels including intranet, eBulletin and Core Brief
 - Dedicated Staff Information Seminar
-

Final response rate

- 1,689 public
 - 84 stakeholder
 - 72% of respondents 'agreed' or 'strongly agreed' that the strategy helped to achieve long-term, sustainable economic growth for all
-

Key learnings/best practice

To do again:

- Senior buy-in to approach and implementation
- Defining the objectives early on (consultation and comms) – and linked to that the target audience(s)
- Creating materials appropriate for the target audience/channels (type, look/feel, content etc)
- Availability of key spokespeople
- Staggering the launch activity (media followed by stakeholder)

To improve further:

- Production of rich media content – keeping it simple and effective
 - Opportunity to use support of partner organisations more
 - More effective and joined-up tracking/monitoring (website, owned vs paid etc)
-